



RYSE Investment Presentation

Back the Future of Smart Living

All figures in \$USD, unless otherwise stated



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THE PROBLEM: SOLVING THE INDUSTRY'S BIGGEST BLIND SPOT



Expensive

Motorized shades can cost up to an additional \$500+ per shade, making them out of reach for the mass market.



No Retrofits

Impractical & complicated to motorize your **existing** installed window shades.



Not DIY Friendly

Professional installation is required driving up the cost of the entire solution.



That's why **only 8% of window shades are motorized¹**, leaving a massive opportunity for RYSE to target the 92% of manual window shades.

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OUR SOLUTIONS: RYSE SMARTSHADE

RYSE develops smart devices with two core attributes: **retrofits and affordability.**



RYSE SmartShade is installed on your window frame, and controls the beaded chains or looped cords to – like a motorized pulley.

Users can control their shades via on-device buttons, remote, or a mobile app where schedules can be set and integrations with Google Home, Amazon Alexa, or Apple HomeKit.

SmartShades covers **35% of US households²**, with beaded chains.

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OUR SOLUTIONS: RYSE SMARTCURTAIN

RYSE develops smart devices with two core attributes: **retrofits and affordability.**



RYSE SmartCurtain hangs off your curtain rod or track, and can be installed in under 1 minute.

Hidden behind the curtain, SmartCurtain effortlessly glides to open and close your curtains.

Curtains are found in in over **1/5th of US households³.**

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OUR SOLUTIONS: RYSE SMARTBLINDS

RYSE develops smart devices with two core attributes: **retrofits and affordability.**



RYSE SmartBlinds installs on your window blinds with a wand, to motorize the rotation of the wand, and tilt the slats of the blinds.

You can still control your blinds manually by rotating the wand by hand!

Blinds are found in in over **40% of US households³.**

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RYSE IS RIDING A MASSIVE TREND OF SMART HOME SUCCESS STORIES



GOOGLE ACQUIRED NEST FOR \$3.2 BILLION

Google acquired Nest, the makers of the Smart Thermostat, for \$3.2 billion, earning investors a 22X return on invested capital.



AMAZON ACQUIRED RING FOR \$1.2 BILLION

Remember Ring? They got rejected on Shark Tank, and ended up selling to Amazon for \$1.2 billion. Ring's founder then became a guest Shark on the show, with the last laugh!



GENERAC ACQUIRED ECOBEE FOR \$770 MILLION

Ecobee, a Toronto-based smart home device company, with products such as SmartThermostat and SmartCamera, gets acquired by Generac for \$770M.



LG ACQUIRED A 80% STAKE IN HOMEY

LG Electronics has acquired an 80% stake in Athom, known for its Homey smart platform, to strengthen LG's position in the smart home market

This information is for illustrative purposes only. This data is sourced from publicly available materials, including but not limited to news articles, press releases, and market reports, including articles viewable in endnotes 15-18. It does not constitute a guarantee or prediction of future outcomes for RYSE.

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THE STAGE IS SET FOR A NEW CATEGORY: SMART BLINDS & SHADES

SMART SHADES ARE A **TOP 5** SMART HOME PURCHASE TODAY. ¹¹



Aging Population

Adults aged 85+ needing assisted living care will nearly 4x by 2040, with 14% of the U.S. having mobility disabilities. Smart shades lift hard-to-reach or heavy shades, meeting these needs¹²



Privacy & Energy Savings

Smart shades add peace of mind, privacy & security when you travel, and can reduce heating & lighting energy costs by up to 24% through blocking excessive heat and daylight harvesting.⁹



Real Estate Developers

Landlords and home builders are installing smart home products to attract buyers and charge higher rents.¹³



Sleep & Morning Routine

Incorporating natural sunlight regulates circadian rhythm, improves sleep, and boosts serotonin levels to elevate mood and promote refreshed mornings.¹⁴

That's why the category is growing at 23% CAGR¹⁰

MARKET OPPORTUNITY: MASSIVE UNTAPPED CUSTOMER BASE

Majority of spaces already have shades installed – a large market segment ignored by the competition.

92%

of window shades are **manually** controlled.¹



RYSE IS THE ONLY COMPANY WITH THE SOLE FOCUS ON MOTORIZING YOUR SHADES USING RETROFIT DEVICES

8%

are motorized, with \$ **billions** generated by a handful of companies selling expensive solutions.

somfy.

HunterDouglas

LUTRON®

SMARTSHADE GROWTH

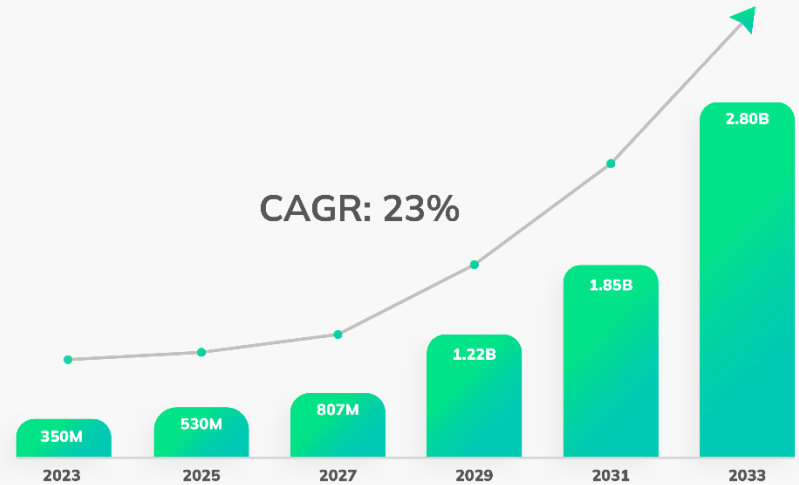


Chart source: <https://www.factmr.com/report/471/smart-shades-devices-market>

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SIGNIFICANT TRACTION & MILESTONES

We've proven that we can design, manufacture, ship, and sell. Now its time to scale up!



**\$10+ Million in
Lifetime Revenue**



**60,000+
Units Sold**



**CAD \$4 Million
Cleantech Grant***



**10 Patents Issued
4 Pending in US**



**Deals with BestBuy,
Home Depot & Lowes**

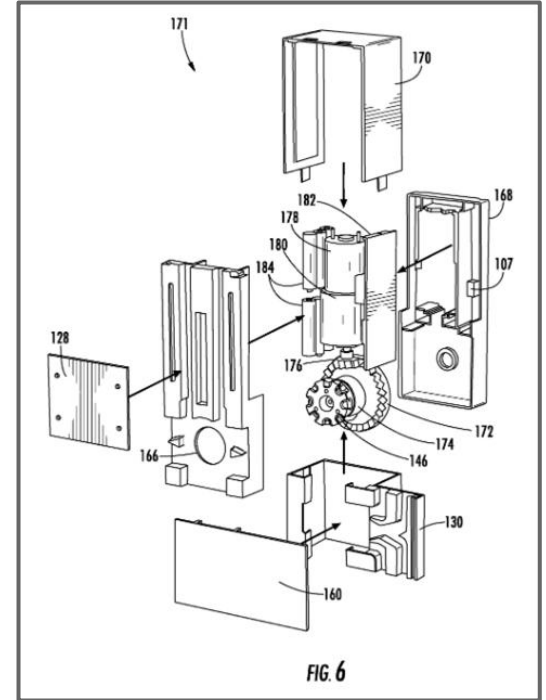
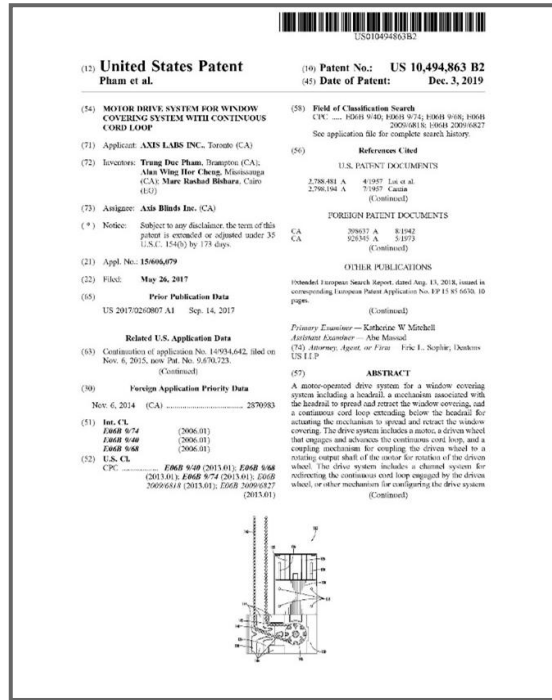
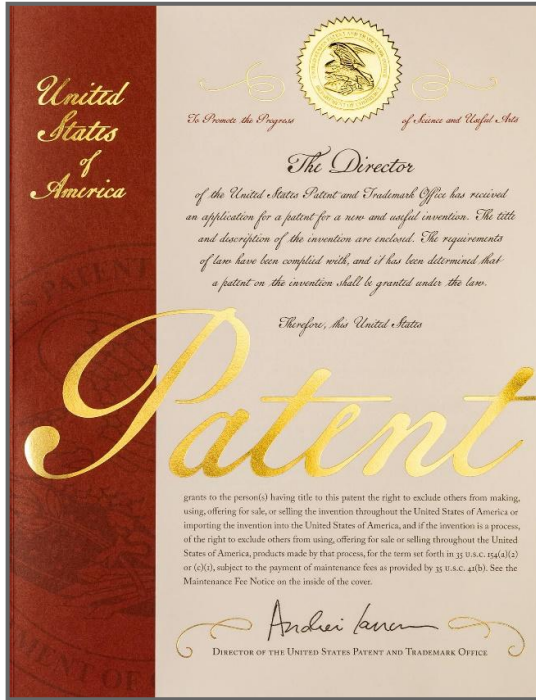


**Raised over \$10+ Million
in Equity Funding**

* Federal grants funding for commercialization and pilot projects for new clean technologies. RYSE secured \$4 million CAD (approx. \$3.2 million USD), distributed over 3 years to enter the commercial "smart buildings" market. This funding is non-repayable and non-dilutive.

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INTELLECTUAL PROPERTY: INNOVATIVE DESIGN & SECURELY PROTECTED



Granted 10 Patents & 4 Pending in the US, and an **Amazon Court Judgement** that prevents sales of knock-offs and copycats from selling on Amazon.

RETAIL DISTRIBUTION

Launched in over **100+** BestBuy stores in Q4 of 2023

★★★★★ I'm obsessed with this smart addition to my home!

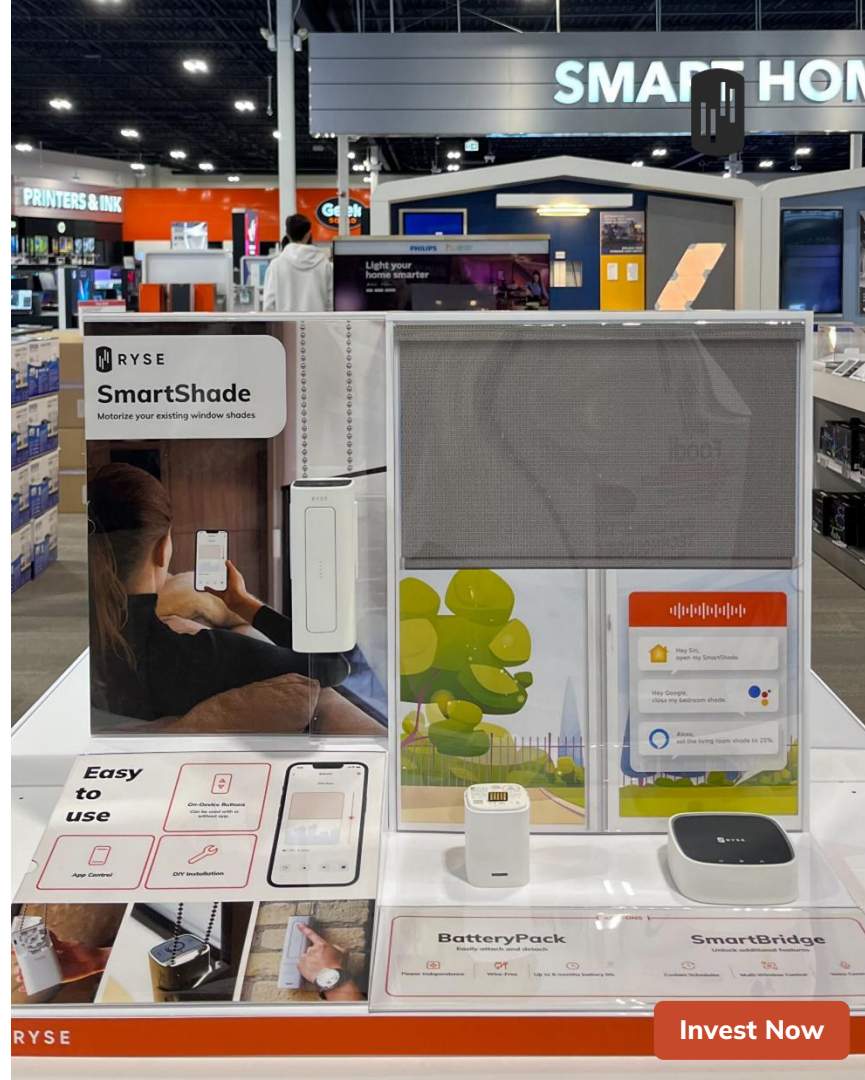
Reviewed by FabMom - March 29, 2024

I'm so obsessed with these smart shade. It was EXTREMELY easy to install that I didn't even need help of my husband as always! It took me less than 10 minutes and they were working perfectly fine. I like the way you can set routines in the app to open & close blinds at certain times. Also I love that this smart shade comes with a battery pack so there is no visible cord attached to it. Just amazing!

★★★★★ Game changer!

Reviewed by MJ - December 13, 2023

I absolutely love this thing! I was unsure about how much use it would get, but it's getting a lot. We placed it in the master bedroom which happens to be the bedroom that gets the most natural light in the morning. It's been such a treat to lay in bed and gradually let the sunshine in while staying cozy under the covers. Another time of day it gets a lot of use is the evening; there's been times I'm laying in bed reading or hanging out with my kids and the sun is setting. I like the blinds down whenever the sun is set and now I don't even have to get up to do that. I definitely recommend.



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PARTNERSHIPS WITH RETAILERS & SMART PLATFORMS

Securing distribution with big box & boutique retails, and smart home platforms that can drive volume.



Leading retailer of tools, construction products,
and home improvement solutions
Launching Q1 2025

LINEN CHEST

Canadian retailer for home
accessories with over 35 stores
Launched Q2 2024



Home improvement retailer offering tools,
appliances and smart home solutions
Launched Q4 2024



Enterprise smart home
automation company
Launching Q1 2025



Cloud-based services for home automation and
alarm monitoring services
Launching Q1 2025



Simplified deployment and management of
Alexa devices for diverse properties
Launched Q4 2024

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B2B PROJECTS & CUSTOMERS

We're starting to sell to buildings with largescale deployments to drive volume sales.



 **RELATED**

[Play Video](#)

The Avery SF: 56-storey luxury apartment building in San Francisco Deployed 100 units to meet "Americans with Disabilities Act" (ADA) regulations.



 **PRESIDIO BAY**

Spring Line: Best-in-class office, retail and residential spaces in California. Outfitted 30 of their most Luxurious suites.



 **WorkplaceOne** [Play Video](#)

Co-working company with 6 locations in Toronto.

Pilot in 51 Wolsley St, in a 14,000 sq ft building with 55 windows across 5 floors



Fairmont
HOTELS & RESORTS

[Play Video](#)

Prestigious luxury hotel brand globally.

Launched in Amazon Alexa controlled suites in their Quebec City location in Canada.

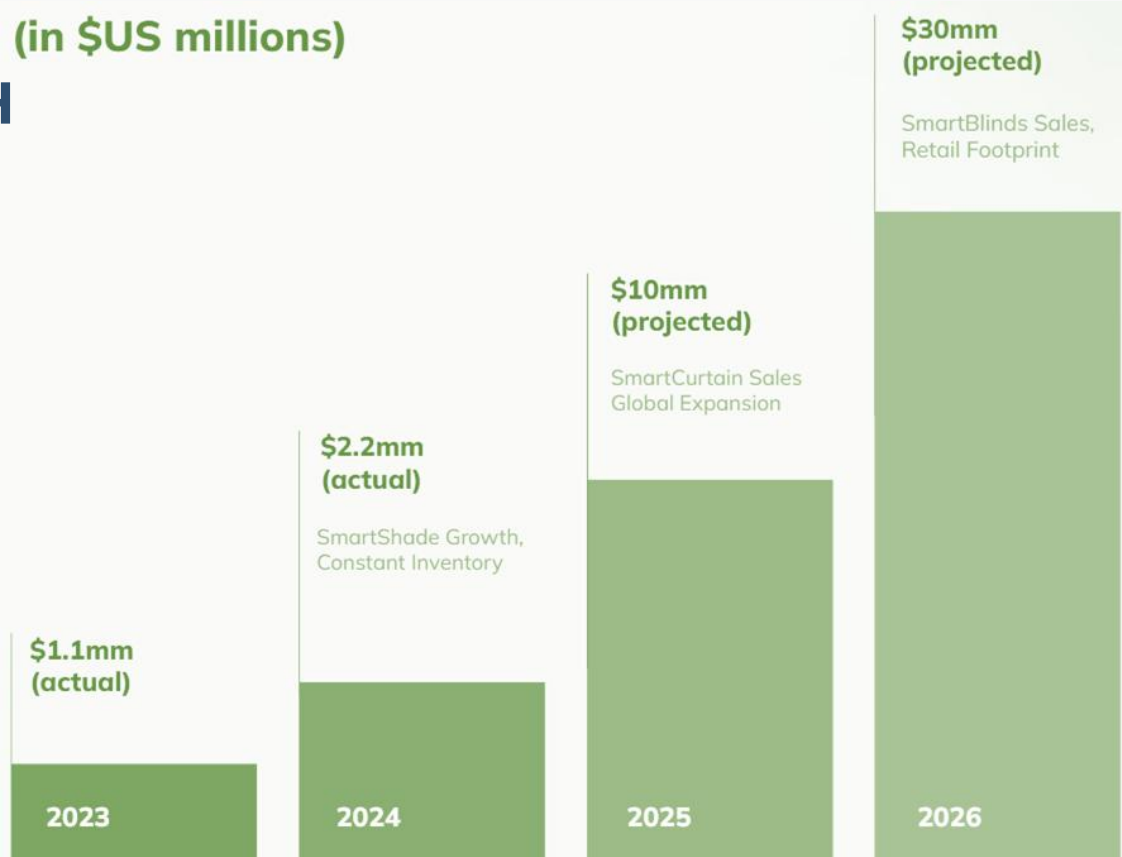
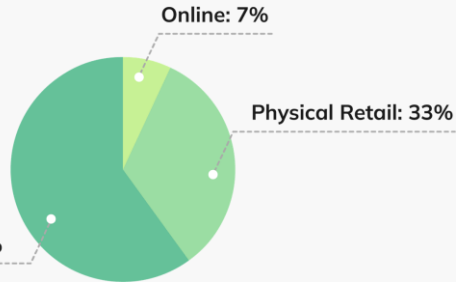
SALES PROJECTIONS & CHANNELS OF GROWTH (in \$US millions)

Historical sales have been primarily e-commerce, which means there's still significant room for growth.

In 2025, we have an aggressive expansion plan to scale into retail stores, and launch into the European market; while growing sales of our new **SmartCurtain** product.

In 2026, we will have begun shipping our newly announced **SmartBlinds** product, with a strong B2B push to real estate landlords.

Industry Revenues



The information provided above is based on unaudited financial statements prepared by management for their internal use and has not been verified by any third party. The information may not be accurate or appropriate for any other use.

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POTENTIAL EXITS FOR RYSE

Companies with a strong history of acquisitions in the window covering or smart home space

The logo for Somfy, featuring the word "somfy" in a lowercase, rounded, orange font with a registered trademark symbol.

- Over **\$1.5B** in sales of shade motors annually
- Strong history of acquisition (i.e. Dooya, MyFox)

The logo for Legrand, featuring a stylized black square icon with a white 'L' shape inside, followed by the word "legrand" in a bold, lowercase, red font with a registered trademark symbol.

- Acquired Qmotion Shades (motors), and Netatmo (smart home)
- Building hardware vendor

The logo for HunterDouglas, featuring the word "HunterDouglas" in a dark blue, sans-serif font, followed by a circular orange icon with a white cross inside.

- Largest global window covering fabrication
- Growing by acquisition to become vertically integrated

The logo for LG, featuring a red circular icon with a white 'L' and 'G' inside, followed by the letters "LG" in a bold, black, sans-serif font.

- Acquired Homey smart home platform for \$61M
- Over \$61B in annual sales and a swift progression in building smart home solutions

The logo for Google, featuring the word "Google" in its multi-colored, sans-serif font.

- Acquired Nest Thermostat for \$3.2B
- Invested \$450M in ADT for 6.6% of company

The logo for Amazon, featuring the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it.

- Acquired Ring Doorbell for \$1.2B
- Acquired Eero for \$97M

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OUR INVESTORS



"We like a founder with grit, hustle, and compassion for their team. We saw this in Trung when we first met. And over the years, he's proven it"

Elemental VC



"The RYSE team has impressed me greatly with its resourcefulness, its attention to detail, its efficient use of capital and above all its commitment to constant incremental improvement of product quality."

Trevor Bond, Former CEO of WP Carey



"What we liked about RYSE is that it was a technology that was designed and built in such a way that it could easily integrate in many different places with little customization."

Louis Dellosa, Cogito Capital



"When investing in startups we consider; the long-term growth potential, the strength of the founding team, and the mission of the company. RYSE ticked all the boxes and more."

Derek Luke, CEO InterAxon



"The big opportunity with RYSE really drives down to the market opportunity. They really understand this space, and that's going to allow them to win and allow them to attract a really good suitor."

Jeffery Potvin, Supporter's Fund



"Simple and brilliant. You have a huge untapped market if you sell to Airbnb hosts (like myself) -we love things we can control remotely. "

Thomas Canty, CEO of Servercare, Inc

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EXPERIENCED LEADERSHIP TEAM THAT DELIVERS

A dynamic team of 30 full-time members with a passion for creating “things”



Trung Pham
CEO

Entrepreneur

Founder of Nightlife
Passport, AXIS, RYSE



Marc Bishara
CTO

Kiwi Wearables,
ATS Automation

Machine vision, optical
systems design



Avrine Roy
Head of Growth

Management
Consultant

Grew revenues from \$0
to \$10 million all online
for consumer brands



Charleston Cheng
Manufacturing
Manager

FOXCONN, NanoLeaf

QC, OEM, Procurement
for IBM, Dell, Apple,
Motorola, Cisco, Intel

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BOARD OF ADVISORS

Strong advisory board in the motorized shades, hardware, consumer electronics space



Tom Murphy

- President, WingIts
- Former COO, Somfy N.A. largest manufacturer of tubular motors
- Former Director of Sale, Lutron



Tim Angus

- CEO, BRICKEYE
- Former CEO, MMB Networks
- Founder, MD of Bell Lap Ventures, M&A advisor and investor

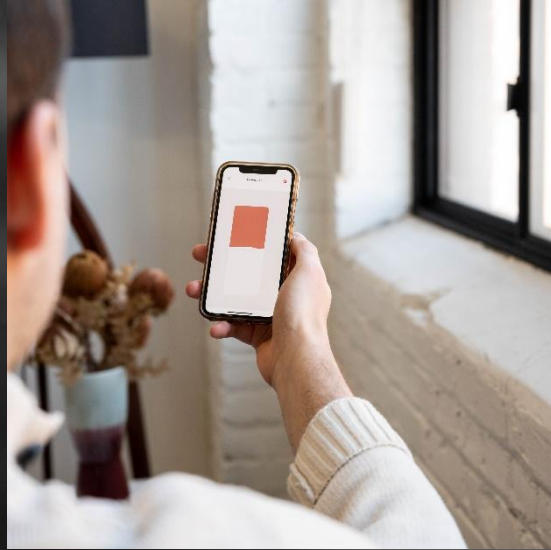


Shawn Dougherty

- Co-founder, Mophie (**exit \$100 mm**)
- Generated \$250 million in revenues
- 15 million units sold, 300+ employees, large partnerships



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ENDNOTES

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